

Listing of Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A system, ~~for communicating a promotion message to one or more communication terminals, which promotion message is associated with an event having defined a start time, said system comprising:~~
 - (a) ~~an event manager for providing said event to one or more receivers starting from said defined start time and for generating promotion message request;~~
 - (b) a promotion server ~~for communicating said~~ configured to communicate a promotion message associated with an event having a defined start time to said one or more communication terminals through at least one communication network in response to receiving said a promotion message request from said an event manager through a connection interconnecting said event manager and said promotion server; and
said one or more communication terminals being adapted to respond to said promotion message by communicating said promotion server further being configured to receive an acceptance signal from the one or more communication terminals through said at least one communication network to said promotion server, said promotion server comprising a register for associating an accepting communication terminal of said one or more communication terminals with said promotion message, on reception of said acceptance signal from said accepting communication terminal, and said promotion server being adapted further being configured to communicate a reminder signal for said event to said accepting communication terminal through said first communication network.
2. (Currently Amended) A ~~The~~ system according to claim 1, wherein said one or more communication terminal comprises terminals ~~such as~~ comprise at least one of mobile phones, or cellular phones, personal office assistants, or personal computers or any combination thereof.
3. (Currently Amended) A ~~The~~ system according to claim 1, wherein said promotion message comprises at least one of a text, a series of texts, a picture, a series of pictures, a

video sequence, a series of video sequences, an audio track, or a series of audio tracks, ~~or any combinations thereof.~~

4. (Currently Amended) A The system according to claim 1, wherein said one or more receivers ~~comprises~~ comprise at least one of a television, a radio, a set-top box, a receiver module for a computer, a multimedia terminal, a mobile or cellular phone, a personal office assistant, or a personal computer, ~~or any combination thereof.~~
5. (Currently Amended) A The system according to claim 1, wherein said promotion message request comprises ~~information such as said~~ at least one of start time, end time of said event, duration of said event, event identity, event type, event presentation platform, promotion message, or list of said receivers and said one or more communication terminals, ~~or any combination thereof.~~
6. (Currently Amended) A The system according to claim 5, wherein said event presentation platform comprises at least one of the following connected to a media communication network and a network broadcaster: a television, a radio, a set-top box, a receiver module for a computer, a multimedia terminal, a mobile or cellular phone, a personal office assistant, or a personal computer, ~~or any combination thereof connected a media communication network, and a network broadcaster.~~
7. (Currently Amended) A The system according to claim 6, wherein said media communication network comprises at least one of a cable television network, a satellite television network, a radio frequency television network, a telephone network, a powerline network, or a radio network ~~or any combination thereof.~~
8. (Currently Amended) A The system according to claim 1, wherein said first communication network comprises at least one of a wired ~~or wireless~~ telecommunication network, a wireless telecommunication network, local area network, metropolitan area network, wide area network, ~~or inter-network such as the Internet,~~ a dedicated communication line, ~~or any combination thereof.~~

9. (Currently Amended) A The system according to claim 1, wherein said connection comprises at least one of a wired or wireless telecommunication network, a wireless telecommunication network, local area network, metropolitan area network, wide area network, or inter-network such as the Internet, or a dedicated communication line, or any combination thereof.
10. (Currently Amended) A The system according to claim 1, wherein said promotion server further comprises a storage device for storing configured to store said register, said reminder, and said promotion message; and
a processor for processing configured to process communication with said one or more communication terminals, for processing configured to process said promotion message request from said event manager, and for updating to update content of information in said storage device.
11. (Currently Amended) A The system according to claim 1, wherein said register comprises information such as at least one of promotion message identity; one or more communication terminal identities; event data such as event title, event type, event presentation platform, event identity and/or event actions; time data such as said start time, end time of said event, duration of said event; or group application data such as a group identity comprising one or more communication terminal identities and/or group actions to be performed; or any combination thereof.
12. (Currently Amended) A The system according to claim 1, wherein said one or more communication terminals is adapted configured to forward said promotion message from said one or more communication terminals to further communication terminals connected in said first communication network.
13. (Currently Amended) A The system according to claim 12, wherein an accepting communication terminal of said further communication terminals is adapted configured

to respond to said promotion message by communicating an acceptance signal through said first communication network to said promotion server; and

said promotion server ~~is adapted~~ is further configured to associate said accepting communication terminal of said further communication terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal and said promotion server being adapted to communicate a reminder signal to said accepting communication terminal through said first communication network.

14. (Currently Amended) A The system according to claim 12, wherein an accepting communication terminal of said further communication terminals is ~~adapted~~ configured to respond to said promotion message by communicating an acceptance signal through said first communication network to said one or more communication terminals; and

said one or more communication terminal further comprises comprising a local register ~~for associating~~ configured to associate an accepting communication terminal of said further communication terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal; and

said one or more communication terminals ~~is adapted~~ being configured to communicate a reminder signal to said accepting communication terminal through said first communication network.

15. (Currently Amended) A The A system according to claim 1, wherein said one or more communication terminals are ~~adapted~~ configured to start a predetermined application when receiving said reminder signal.

16. (Currently Amended) A method, ~~for communicating a promotion message to one or more communication terminals, which promotion message is associated with an event having a defined start time, said method comprising:~~

(a) initiating said a promotion message ~~by means of a~~ via an event manager forwarding a promotion message request to a promotion server;

(b) transmitting said promotion message associated with an event having a defined start time to said one or more communication terminals ~~by means of a~~ via a

promotion server connected to said one or more communication terminals through a first communication network;

(c) ~~receiving said promotion message from said promotion server by means of said one or more communication terminals;~~

(d) ~~accepting said promotion message by transmitting an acceptance signal to said promotion server by means of said one or more communication terminals;~~

(e) receiving said an acceptance signal from an accepting communication terminal of said one or more communication terminals ~~by means of~~ via said promotion server;

(f) associating said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting communication terminal ~~by means of~~ via a register of said promotion server; and

(g) transmitting a reminder signal for said event to said accepting communication terminal through said first communication network ~~by means of~~ via said promotion server.

17. (Currently Amended) A The method according to claim 16, ~~wherein said method further comprises~~ comprising forwarding said promotion message to further communication terminals ~~connected to said first communication network by means of~~ via said one or more communication terminals.

18. (Currently Amended) A The method according to claim 17, ~~wherein said method further comprises~~ comprising:

(h) accepting said promotion message by transmitting an acceptance signal to said one or more communication ~~terminal by means of~~ terminals via said further communication terminals;

(i) receiving said acceptance signal from an accepting communication terminal of said further communication terminals ~~by means of~~ via said one or more communication terminals;

(j) associating said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting

communication terminal ~~by means of~~ via a local register of said one or more communication terminal; and

(k) transmitting a reminder signal for said event to said accepting communication terminal through said first communication network by means of said one or more communication terminal.

19. (Currently Amended) ~~A communication terminal, for communicating in a first communication network and for receiving a promotion message and a reminder signal from a promotion server, and~~ An apparatus, comprising:

a messaging module ~~for transmitting and receiving~~ configured to receive a promotional messages message through said a first communication network;

a calendar module ~~for enabling~~ configured to enable a user of said ~~communication terminal~~ apparatus to perform general calendar operations;

a media playback module ~~for outputting~~ configured to output said promotion message;

a storage module ~~for storing~~ configured to store promotion message information; and

a promotion messaging module ~~for receiving and transmitting~~ configured to transmit said promotion message.

20. (Currently Amended) ~~A communication terminal~~ The apparatus according to claim 19, wherein said promotion message information comprises at least one of promotion message identity; one or more communication terminal identities; event data, or ~~such as~~ event title, event type, event presentation platform, event identity and/or event actions; time data such as said start time, end time of said event, duration of said event; group application data such as a group identity comprising one or more communication terminal identities and/or group actions to be performed; or any combination thereof.

21. (Currently Amended) ~~A communication terminal~~ The apparatus according to claim 19, wherein said ~~communication terminal~~ further comprises comprising a display and loudspeaker audio and visual output components for communicating said configured to

communicate the promotion message to a the user of said ~~communication terminal~~ the apparatus.

22. (Currently Amended) ~~A communication terminal~~ The apparatus according to claim 20, wherein said storage module is ~~adapted~~ configured to store a promotion message identity and information comprising transmitter identity and associated messaging contact information, recipient identity and associated messaging contact information, media event information such as ~~identity code, name or title, start time and end time,~~ and group application data, which data is ~~adapted~~ configured to ~~initialise~~ initialize and ~~starting~~ activate a reminder application in response to receiving said reminder signal on said ~~communication terminal~~ apparatus.
23. (Currently Amended) ~~A communication terminal~~ The apparatus according to claim 19 further ~~comprises~~ comprising a means for ~~utilising~~ utilizing an electronic program guide containing information on media events, said utilizing means ~~for utilising~~ being ~~adapted~~ configured ~~in cooperation to cooperate~~ with said calendar module to provide a reject signal when said ~~communication terminal~~ apparatus is busy.

24-26. (Cancelled).

The following NEW claims are now presented for consideration by the Examiner:

27. (New) An apparatus, comprising:
- a messaging module configured to receive a promotion message from a promotion server, the promotion message being associated with an event;
 - communication circuitry configured to transmit an acceptance signal based on information in at least one of a calendar or a list of scheduled events residing in the apparatus; and
 - communication circuitry configured to receive a reminder signal from said promotion server.

28. (New) The apparatus of claim 27, further comprising communication circuitry configured to forward said promotion message to one or more other apparatuses.
29. (New) A method, comprising:
- receiving a promotion message from a promotion server, the promotion message being associated with an event;
 - transmitting an acceptance signal based on information in at least one of a calendar or a list of scheduled events residing in the apparatus;
 - receiving a reminder signal from said promotion server.
30. (New) The method of claim 20, further comprising forwarding said promotion message to one or more other apparatuses.
31. (New) A computer program product comprising a computer executable program code embodied on a computer readable medium, comprising:
- a computer executable program code configured to initiate a promotion message via an event manager forwarding a promotion message request to a promotion server;
 - a computer executable program code configured to transmit said promotion message associated with an event having a defined start time to one or more communication terminals via said promotion server connected to said one or more communication terminals through a first communication network;
 - a computer executable program code configured to receive an acceptance signal from an accepting communication terminal of said one or more communication terminals via said promotion server;
 - a computer executable program code configured to associate said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting communication terminal via a register of said promotion server; and
 - a computer executable program code configured to transmit a reminder signal for said event to said accepting communication terminal through said first communication network via said promotion server.

32. (New) An apparatus, comprising:

means for initiating a promotion message via an event manager forwarding a promotion message request to a promotion server;

means for transmitting said promotion message associated with an event having a defined start time to one or more communication terminals via said promotion server connected to said one or more communication terminals through a first communication network;

means for receiving an acceptance signal from an accepting communication terminal of said one or more communication terminals via said promotion server;

means for associating said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting communication terminal via a register of said promotion server; and

means for transmitting a reminder signal for said event to said accepting communication terminal through said first communication network via said promotion server.